

## ORDER



**Orders**  
**Order / Rev:** 718356  
**Alt Order #:** 06352973  
**Product Desc:** PAULSEN FOR CONGRESS  
**Estimate:** PAULSEN FOR CONGRESS  
**Flight Dates:** 10/03/12 - 10/09/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Strategic Media Placement LLC  
**Buying Contact:**  
**Billing Contact:**  
 3946 North Hampton Drive  
 Powell, OH 432065

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** PAULSEN/R/CON/MN  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	52	\$41,825.00	\$35,551.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$41,825.00	\$35,551.25	0.00
<b>Totals</b>	<b>52</b>	<b>\$41,825.00</b>	<b>\$35,551.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/08/12	10/08/12	NBC Nightly News NBC Nightly News	CM	530-6p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	M-----			1		\$2,250.00	0.00					
E 2	KARE	10/03/12	10/05/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	--111--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	--111--			3		\$250.00	0.00					
E 3	KARE	10/09/12	10/09/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	-T-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-T-----			1		\$250.00	0.00					
E 4	KARE	10/04/12	10/04/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	---T---			1		\$850.00	0.00					
E 5	KARE	10/09/12	10/09/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-T-----			1		\$850.00	0.00					
E 6	KARE	10/03/12	10/05/12	Today Show Today Show	CM	7-9a	--1-1--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	--1-1--			2		\$800.00	0.00					

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 Alt Order #: 06352973  
 Flight Dates: 10/03/12 - 10/09/12

Advertiser: PAULSEN/R/CON/MN  
 Product Desc: PAULSEN FOR CONGRESS  
 Estimate: PAULSEN FOR CONGRESS  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KARE	10/08/12	10/08/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1			\$800.00			0.00			
E 8	KARE	10/04/12	10/04/12	M-F 9-10a TODAY	CM	9-10a	---T---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1			\$175.00			0.00			
E 9	KARE	10/08/12	10/08/12	M-F 9-10a TODAY	CM	9-10a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1			\$175.00			0.00			
E 10	KARE	10/03/12	10/05/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	--111--	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--		3			\$125.00			0.00			
E 11	KARE	10/08/12	10/09/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	11-----	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----		2			\$125.00			0.00			
E 12	KARE	10/03/12	10/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--111--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--		3			\$250.00			0.00			
E 13	KARE	10/08/12	10/09/12	M-F 4-430p KARE 11 4 News	CM	4-430P	11-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----		2			\$250.00			0.00			
E 14	KARE	10/03/12	10/05/12	M-F 430-5p Jeopardy	CM	430-5P	--111--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--		3			\$600.00			0.00			
E 15	KARE	10/08/12	10/09/12	M-F 430-5p Jeopardy	CM	430-5P	11-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----		2			\$600.00			0.00			
E 16	KARE	10/03/12	10/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	--111--	:30	3	\$1,450.00	P-2	0.00	NM	3	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--		3			\$1,450.00			0.00			
E 17	KARE	10/08/12	10/09/12	M-F 5-530p KARE 11 5 News	CM	5-530p	11-----	:30	2	\$1,450.00	P-2	0.00	NM	2	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----		2			\$1,450.00			0.00			
E 18	KARE	10/03/12	10/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--111--	:30	3	\$1,450.00	P-2	0.00	NM	3	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--		3			\$1,450.00			0.00			
E 19	KARE	10/08/12	10/09/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11-----	:30	2	\$1,450.00	P-2	0.00	NM	2	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----		2			\$1,450.00			0.00			
E 20	KARE	10/03/12	10/04/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	--11---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--11---		2			\$1,200.00			0.00			
E 21	KARE	10/08/12	10/09/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	11-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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E 21	KARE	10/08/12	10/09/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	11-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	11-----		2				\$1,200.00		0.00			
E 22	KARE	10/03/12	10/03/12	M-F 10-1035p KARE News 10p	CM	10-1035P	--W----	:30	1	\$2,475.00	P-2	0.00	NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----		1				\$2,475.00		0.00			
E 23	KARE	10/08/12	10/08/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,475.00	P-2	0.00	NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$2,475.00		0.00			
E 24	KARE	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		2				\$200.00		0.00			
E 25	KARE	10/06/12	10/06/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$500.00		0.00			
E 26	KARE	10/06/12	10/06/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$500.00		0.00			
E 27	KARE	10/06/12	10/06/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$700.00		0.00			
E 28	KARE	10/06/12	10/06/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$450.00		0.00			
E 29	KARE	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$250.00		0.00			
E 30	KARE	10/07/12	10/07/12	Meet the Press Meet the Press	CM	9-10a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$1,500.00		0.00			
E 31	KARE	10/07/12	10/07/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$700.00		0.00			
Totals													52	\$41,825.00	